

March / April 2008

Drug Aware Amphetamine Campaign Evaluation Summary

CAMPAIGN OVERVIEW:

The *Drug Aware* Amphetamine Campaign was developed in response to an increase of amphetamine-related harm being experienced by people across Western Australia. The project is a joint initiative of the Drug and Alcohol Office and WA Network of Alcohol and Drug Agencies.

The overall aim of the *Drug Aware* Amphetamine Education Campaign is to prevent and delay use, reduce the harms associated with amphetamine use and increase access to support services.

The campaign was scheduled from 30 March 2008 to 18 May 2008. It was further leveraged through a Healthway sponsorship of the *Drug Aware* Pro, a six star world qualifying surfing event held in Margaret River WA. The event was broadcast internationally and attracted a significant amount of positive media that enhanced the credibility of *Drug Aware* and enhanced the Campaign.

The Campaign is also complemented by the more targeted Night Venues and Entertainment Events Project that aims to educate those more entrenched in drug use, create safer environments and monitor local issues and current trends within the night venue and entertainment industry.

Objectives:

The campaign had two main objectives.

Firstly, to prevent and delay use and reduce the harms associated with amphetamine use amongst young people.

Secondly, the campaign aims to increase awareness of the available sources of information and assistance relating to amphetamines and other drugs.

Target groups:

The program will target the following groups state-wide:

- 14- to 24-year-old people at risk of amphetamine use
- 14- to 24-year-olds who are trialling or occasionally using amphetamine
- regular users of amphetamine (using previously developed program resources).

Strategies:

This was a multi-media campaign. Strategies developed include:

- radio advertising on metropolitan stations 92.9 and Nova 93.7, and various regional radio stations
- youth street press and STM advertising
- internet advertising
- convenience advertising
- bluetooth advertising.

CAMPAIGN EVALUATION:

An online survey was conducted with 14- 24 year olds residing in Perth metro area, with two sample groups:

- 1) 14-17 year olds obtained through parents - Informed parental consent was required for 14 – 17 year olds [Code of Professional Behavior / Ethics considerations] so a pre-survey online poll was undertaken to find parents with children within the age range required.
- 2) 18-24 year olds were obtained directly from an online panel.

In total, a sample of 400 with 57 of these in the 14-17 target age range was achieved.

Research Objectives:

There were two main research objectives:

- 1) Provide feedback on the March/April *Drug Aware* Amphetamine Campaign, particularly in relation to its ability to successfully reach the target group and convey the correct messages.
- 2) Identify the most appropriate message themes for future campaigns.

RESULTS:

The post 2008 Amphetamine Education Campaign evaluation was conducted by an independent research company. The key findings are presented below.

Knowledge and awareness:

The Post 2008 campaign evaluation awareness was high with 23% of respondents aware of the campaign without being prompted. When prompted, 60% of respondents reported seeing or hearing the campaign in the past eight weeks. This awareness equated to an estimate cost of \$.45c per person reached through advertising spend. All respondents in the sample identified a correct message take out after exposure to the campaign materials.

The campaign was attributed to 58% of respondents claiming an increase in their knowledge of amphetamines as a result of one or more of the materials in the campaign. This resulted in an increase in the number of the sample that found amphetamines less appealing (29%), expected a bad experience if they used amphetamines (45%) and thought they were more harmful (56%) as a result of the campaign. In total, 30% of the sample reported no increase in their knowledge with the majority of these people claiming they were already aware of the information provided.

Believability and Personal Relevance:

A large number of the overall sample reported that the ads were believable (96%), with 34% of these claiming the campaign was very believable. Occasional users of amphetamines were less likely to say that the ads are believable (78%) compared with 99% of non-users, 90% of regular users.

The campaign evaluation found 57% of respondents thought the advertisements were personally relevant to them with occasional and regular users finding them of most relevance (64% and 80% respectively).

Message Themes:

The survey found that statistics were more effective in conveying the negative effects than other facts or statements. Both physical and mental effect statistics were found to be more effective than that of social impacts and addiction, with 69% of respondents finding the mental health statistic effective and 71% finding the physical effect statistic effective. However, the majority of respondents found all the themes (physical, mental, addictive and social impacts) to be believable, and a good deterrent from future use.

RECOMMENDATIONS:

The Post 2008 evaluation of the *Drug Aware* Amphetamine Campaign found an overall increase in people's awareness of the impact of amphetamines. Along with the high awareness of the campaign, this indicates that current initiatives are having a positive effect on the target group. Future campaigns should therefore use similar themes and remain using statistics as a means of conveying messages.